American Indian Alaska Native Tourism Association

Summer 2015

AIANTA QUARTERLY NEWSLETTER

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NATIVEAMERICA .TRAVEL

AIANTA members can register now to list their tribes, attractions & accommodations ahead of the public website launch at AITC in September.

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Register Today for the 17th Annual American Indian Tourism Conference

The American Indian Alaska Native Tourism Association (AIANTA) proudly presents the 17th Annual American Indian Tourism Conference (AITC) "Introducing America's Native Nations to the World," hosted by the Southern Ute Tribe of Colorado at the Sky Ute Casino Resort in Ignacio, CO, September 13 – 17, 2015.

More on AITC Inside:

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Visit AITC2015.com to register and to learn more

Message From the Executive Director

Dear Members, Partners, and Friends,



As every year in the tourism industry, 2015 has brought a busy, whirlwind of a summer. In our homelands, villages and small communities summer is a time of growth and harvest, and a time to put up the bounty for the fall and winter months. Our traditional harvest is a way of life and is something we can keep passing down from generation to generation. Today, we have visitors who want to experience our way of life, they want to know who we are, and learn of our history. For many of us in tourism, it is a different bounty, a different way of life- yet we work hard in the summer months to carry us through the planning and developing for the next season. We hang on to the bounty of our way of life, keeping our culture alive and sharing it with the world.

From representing Indian Country at IPW, the country's largest travel tradeshow, gearing up for the annual American Indian Tourism Conference, developing strong partnerships and bringing awareness of tourism issues to Washington D.C. at the annual Congressional Summit on Travel and Tourism, and so many things in between, the AIANTA team has been working tirelessly this summer.

Along with all of these exciting partnerships, accomplishments and initiatives, AIANTA is thrilled to announce that we, along with several partners, have been awarded funding for a groundbreaking Tribal heritage project at the Grand Canyon Desert View Watchtower and Visitor Area from an incredible ArtPlace America grant. You can read all about this monumental project and the grant in this issue.

Another one of our most exciting stories to look forward to in this newsletter is the upcoming unveiling of NativeAmerica.Travel, the first website of its kind, promoting Indian Country to the world. AIANTA members can register now to list their tribes, attractions & accommodations ahead of the public website launch at the American Indian Tourism Conference in September. Read on to learn how to join your fellow AIANTA members in registering now for free, prior to the public launch on September 16.

And finally, as we are only weeks away from the 17th annual American Indian Tourism Conference, September 13-17, in Ignacio, Colorado, we encourage all of you to register now and book your spot on this year's incredible mobile workshops. We have an amazing lineup of national and international speakers, along with some great new session topics this year. We can't wait to see you there!



Camille Ferguson
AIANTA Executive Director


American
Indian
THE 17TH ANNUAL
Tourism Conference
INTRODUCING AMERICA'S NATIVE NATIONS TO THE WORLD
SEPTEMBER 13-17 | SKY UTE CASINO RESORT | IGNACIO COLORADO

JUST WEEKS AWAY!

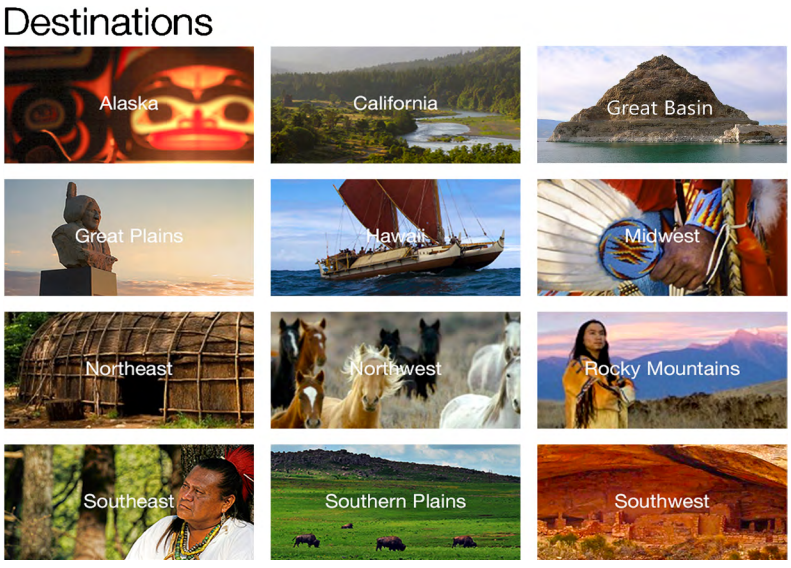
NATIVEAMERICA .TRAVEL

AIANTA is just weeks away from unveiling the new **NativeAmerica.Travel** destination website. As the first site to promote Indian Country tourism to the world, **NativeAmerica.Travel** will inspire travelers to visit native lands, inform them about tribes and their attractions, and offer an entry point to visitors for trip planning.



The website will showcase:

- American Indian, Alaska Native and Native Hawaiian attractions, activities, and lodging
- Rich narrative experiences
- High-impact photographs and videos
- Interactive and filterable map



AIANTA members can register now to list their tribes, attractions & accommodations ahead of the public website launch at the American Indian Tourism Conference in September.

Join your fellow AIANTA members in registering for free & receive these great benefits:

- Reach a wider audience with site's integrated SEO & marketing strategy
- Control listing content at all times– tell your story in your words
- Visitors are steered to your website and contact information to facilitate bookings

Register now:

- Tribe Registration
- Accommodation Registration
- Attraction/Activity Registration

For more information, contact: registration@nativeamericatravel.com

Continued from front

AIANTA Awarded Funding for Groundbreaking Tribal Heritage Project at Grand Canyon

Grand Canyon Desert View Watchtower and Visitor Area Intertribal Interpretive project made possible by $500,000 ArtPlace America Grant



Leigh Kuwanwisiwma (Hopi) at Desert View

This summer, the American Indian Alaska Native Tourism Association (AIANTA), and partners, were awarded one of 38 grants from ArtPlace America to further position arts and culture as a core sector of creative community placemaking. AIANTA will use the $500,000 grant (ArtPlace America's maximum award) for a groundbreaking project at the Grand Canyon National Park Desert View Watchtower and Visitor Area.

AIANTA, in collaboration with the Grand Canyon National Park and the park's Inter-tribal Advisory Council, will use the ArtPlace grant to fund the repurposing of the park's Desert View Visitor Area into an inter-tribal cultural heritage place.

With this repurposing, the Desert View Visitor Area, inside the park's eastern entrance, will become a place for the tribes to call their own and for visitors to learn about the Canyon from tribal perspectives.

Committed partners involved in this one of a kind project include the Grand Canyon National Park, the Inter-tribal Advisory Council (ItAC) (including Hopi, Navajo, Zuni, Havasupai, Hualapai, Yavapai-Apache and the five bands of Southern Paiute, represented by Kaibab Paiute), AIANTA, the Bureau of Indian Affairs (BIA), Grand Canyon Association (GCA) and the American Express Foundation.

"We share Desert View as a symbol to bond the peoples of yesterday, today and tomorrow. The Watchtower serves as a connection to embrace the heartbeats of our peoples and visitors far and wide with the heartbeat of the canyon...We are still here," said the ItAC in a statement on the project.

Desert View facilities available to the tribes include the famous Watchtower (designed by Mary Colter in 1933 "to introduce the depths of Native culture to the traveler"), the Visitor Center (which will be transitioned to a tribal information center and point of departure for tours to tribal communities), some housing, vast parking areas, pathways, the view point itself, and the legendary landscape.



Desert View Watchtower at Grand Canyon National Park

"This grant from ArtPlace America presents a legacy opportunity for all partners involved in the Desert View project," said Sammye Meadows, AIANTA's Grand Canyon Desert View Project Coordinator. "Through this new tribal interpretive center, the Grand Canyon's first people will be brought home again. Visitors entering the park from the east will be introduced to the Canyon by descendants of its original human residents: artists, elders, teachers, families, their arts, languages, foods. Desert View will again be a window to the Canyon through American Indian eyes," she continued.

ARTPLACE FUNDS AIANTA-NPS PARTNERSHIP

ArtPlace America (ArtPlace) is a ten-year collaboration of foundations, banks, and federal agencies that exists to position art and culture as a core sector of comprehensive community planning and development in order to help strengthen the social, physical, and economic fabric of communities.

ArtPlace America announced 38 grants to creative placemaking projects in communities of all sizes across 26 states. In these projects, artists and arts organizations will play an explicit and central role in helping to strengthen their communities' social, physical, and/or economic fabrics.

ArtPlace's National Grants Program has funded 227 creative placemaking projects in 152 communities of all sizes, totaling $66.8 million worth of investments across 43 states and the District of Columbia.

ArtPlace received nearly 1,300 applications for this year's grant cycle, from which 90 finalists were selected. Of the 38 grantees announced today, 50% of them are first-time ArtPlace applicants; and 97% are first-time grantees.

ArtPlace continues to invest in rural America: with 29% of the grantees working in communities with populations less than 50,000.



One portion of the interior of the Desert View Watchtower

A full list of the 38 grants announced is available here.

Nominate Your Favorite Tribal Destination, Business, Enterprise, or Employee for AIANTA's Enough Good People Awards

AIANTA will once again recognize the best of the Indian Country travel and tourism industry during its Fourth Annual Silent Auction and Awards Ceremony. Enough Good People Awards will be held at the 17th Annual American Indian Tourism Conference in Ignacio, Colorado on Wednesday, September 16, 2015 at 7 p.m.

AIANTA members are encouraged to nominate tribal destinations, tribally owned businesses and enterprises, employees of tribally owned enterprises and businesses, and tribal members who best exemplify the hospitality and tourism industry.

The nominee(s) do not have to be AIANTA members; however, nominations must be made by an AIANTA member in good standing. In addition, AIANTA will recognize individuals with Enough Good People Awards who have supported tribal tourism and helped AIANTA achieve its mission.



The proceeds raised from the silent auction will be used to award scholarships to Native American students interested in pursuing careers in the hospitality and tourism industry, including culinary arts and related fields.

Click here for the nomination packet.

Register Today for the American Indian Tourism Conference

The American Indian Alaska Native Tourism Association (AIANTA) proudly presents the 17th Annual American Indian Tourism Conference (AITC) "Introducing America's Native Nations to the World," hosted by the Southern Ute Tribe of Colorado at the Sky Ute Casino Resort in Ignacio, CO, September 13 – 17, 2015.

The annual AITC provides attendees with a quality educational forum for tribes and organizations with travel and tourism initiatives. As tradition, the conference will kick off with a once in a lifetime experience, exploring the culture and history of our host and surrounding tribes and cultures through interactive mobile workshops. This year the workshops will feature a tour of Mesa Verde National Park, a tour of Chimney Rock National Monument and Southern Ute Tribal Campus, and the Silverton Narrow Gauge Railroad and Durango Tour.

At this year's conference, AIANTA will be unveiling, highlighting, and featuring a multitude of ground-breaking initiatives and projects from Indian Country's tourism industry including the launch and debut of a landmark consumer-based Indian Country destination website; updates on the highly anticipated American Indians and Route 66 project as well as the Grand Canyon Desert View Tribal Interpretation project; more information about the recently introduced Native American Tourism and Improving Visitors Experience (NATIVE) Act; and more.


American Indian
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SEPTEMBER 13-17 2015 | SKY UTE CASINO RESORT | IGNACIO COLORADO
Indian Country's National Conference on Tourism
To Register Now and for More Information, Visit:
www.AITC2015.com
AIANTA
American Indian Alaska Native Tourism Association

Whether a tribe or tribal organization is just entering the tourism arena and its operations, or has an experienced tourism department, AITC features education and information for everyone.

The AITC delivers an outstanding lineup of leaders, tourism experts and dynamic speakers and presenters to share tourism knowledge, experience and best practices from around the country and the world.

"Tourism is a 2 trillion dollar industry, and AIANTA strives to inspire tribes across the nation to take advantage of the vast opportunities for economic development that this growing industry presents,With all of our exciting new projects this year, we know that our 17th Annual AITC will further the network of resources available to Tribal communities building their economic base through tourism." -
Camille Ferguson, AIANTA Executive Director

The conference also includes exhibitors and artisans showcasing arts and destinations from across the country.

In this year's sessions, attendees will learn more about tribal tourism and business development, tourism marketing, how to work with the media, the international tourism market and how to enter that market, protection of tribal intellectual and cultural property, federal resources and programs, indigenous and cultural food product and business development, and more.

Featured Keynote Speakers for the 17th Annual AITC include:

Clement Frost
Chairman, Southern Ute Indian Tribe

Senator Brian Schatz
U.S. Senate, Hawaii (invited)

Senator John Thune
U.S. Senate, South Dakota (invited)

Ann Marie Bledsoe Downes
Deputy Assistant Secretary, Indian Affairs for Policy and Economic Development, U.S. Department of the Interior

Ambassador Keith Harper
U.S. Representative, United Nations Human Rights Council, Geneva (invited)

Ben Nighthorse Campbell
Former U.S. Senator, Colorado

Joe Garcia
Consultant, Misty Lake; Head Councilman, Ohkay Owingeh

David Uberauga
Superintendent, Grand Canyon National Park

Bill Hardman
President and CEO, Southeast Tourism Society

Pam Inman
President, National Tour Association

Sherry L. Rupert
President, AIANTA Board of Directors; Executive Director, Nevada Indian Commission

To register today and learn more about the 17th Annual AITC visit www.aitc2015.com

Find registration; mobile workshops; hotel information; sponsorship, artisan and exhibitor information; program content; silent auction; award ceremony and more.

Thank You to Our Sponors

Our sponsors' support is instrumental in making the American Indian Tourism Confernece possible

For sponorship opportunities and exhibitor or artisan information, please contact Gail Chehak at 505-243-3633 or gchehak@aianta.org

TURQUOISE LEVEL

OPAL LEVEL

ONYX LEVEL

AMETHYST LEVEL

JASPER LEVEL

Renowned International Tourism Experts Featured at 17th Annual American Indian Tourism Conference

AIANTA expands international education at annual conference as international tourism market grows exponentially in Indian Country

As international travel to the U.S. continues to grow, along with international visitation to Indian County, the American Indian Alaska Native Tourism Association (AIANTA) has extended its international training and education tract to include three separate session topics during the annual American Indian Tourism Conference.

Not only have international travelers visiting Native American sites increased over the past five years, setting records in the past three, but the overseas visitors to Native American communities are also make a stronger impact on the economy, U.S. Department of Commerce research shows. According to the U.S. DOC, visitors to Native American communities typically spend twelve more days in the United States than those not visiting Indian Country, and 67% of those visitors are leisure travelers, spending more money than business travelers.

The international topics at AITC this year will include a session detailing tourism and itinerary development for the international market, with expert speakers on the topic from experienced and successful Indian Country tour programs, as well as the world famous Tauck World Discovery Tours.

Founder and President of his own successful tour company in Monument Valley, Harold Simpson, who has been marketing to the international market for nearly 40 years, will share his expert knowledge in this itinerary-building session.

Joining Simpson on this panel is Paige Williams, Director of Tourism for the Chickasaw Nation, one of Indian Country's top destinations, as well as Roger Saterstrom, Product Manager for Tauck World Discovery, known world-wide for their unique tours and experiences.

Also important to tribes or businesses interested in entering into the international market, this year's AITC will include a session devoted to planning and preparing tourism businesses for the international tradeshows, ITB Berlin and IPW. Offering his expertise on this international development panel, is Neville Bhada, Founder and CEO of Tourism Skills Group, a company devoted to the research and strategic planning needs of the travel and tourism industry. Speaking with Bhada on this expert panel is Mary Motsenbocker, President of International Tourism Marketing, Inc., with more than 30 years' experience in tourism marketing, representation and education.

And finally, back at AITC by popular demand is a session presented by a panel of representatives from the U.S. Department of Commerce, discussing the impact of the international traveler on the economy, both on a national scale and in Indian Country. AIANTA is excited to welcome to this panel Paul Bergman, Director of Denver U.S. Export Assistance Center (serving the states of Colorado and Wyoming) for the U.S. Department of Commerce; and Ron Erdman, Deputy Director of Research for the Office of Travel and Tourism Industries, U.S. Department of Commerce. Also joining this panel is Donatello Osti, Commercial Specialist at the U.S. Department of Commerce, Italy, to share his expert knowledge on the Italian market and their potential impact on the U.S. economy.

For more information on international marketing opportunities, contact AIANTA at 505-724-3592

Congressional Summit ON TRAVEL & TOURISM

Tourism leaders from across the country met in Washington D.C. June 16-18 to reinforce to Congress the strength and importance of the travel and tourism industry, including tribal tourism initiatives during the Southeast Tourism Society's Congressional Summit on Travel and Tourism.



AIANTA President Sherry L. Rupert meeting with Senator Harry Reid of Nevada

The annual summit was staged in partnership with the American Indian Alaska Native Tourism Association (AIANTA) and serves as a platform to educate members of Congress on the broad diversity of the travel and tourism sector.

The summit brought to light the significant contribution the travel and tourism industry makes to national and local communities and economies through discussions about the National Park Service and its 2016 centennial, national transportation policy and reauthorization of the Federal Lands Recreation Enhancement Act and the importance of the Congressional Travel and Tourism Caucus.

The most critical discussions to Indian Country during the summit was that of leveraging cultural and heritage tourism assets, and the introduction of the Native American Tourism and Improving Visitor Experience (NATIVE) Act. During the summit, Senator Brian Schatz of Hawaii presented "Exploring America: Leveraging Cultural and Heritage Tourism Assets," in which he explored the need for cultural tourism and the opportunities available with tourism in Indian Country. Senator Schatz also discussed the NATIVE Act, which was introduced in the Senate during the time of the Congressional Summit and calls for inclusion of Indian Country tourism at a national level. You can read more about the NATIVE Act on the next page.

The AIANTA delegation attending the 2015 Congressional Summit included Sherry L. Rupert, President; LaDonna Allard, At-Large Board Member; Camille Ferguson, Executive Director; Rachel Cromer, PR & Media Specialist and Jana Prewitt, Legislative Consultant. Also present during the summit was Edward Hall III, BIA Transportation Specialist and Tourism Coordinator.



The STS and AIANTA delgations with Kelly Craighead, Executive Director of the National Travel & Tourism Office

While in Washington DC, the AIANTA delegation was able to meet with nearly ten Senators, Representatives and their staff, as well as Kelly Craighead, Director of the National Travel and Tourism Office, and Rodger Dow, President and CEO of the U.S. Travel Association, to share the importance of the tourism industry to the national economy, especially in Indian Country.

The NATIVE Act

Bipartisan Bill to Empower Native Communities & Expand Cultural Tourism Opportunities Introduced in Senate

On June 16, 2015, the U.S. Travel Association (USTA) and the American Indian Alaska Native Tourism Association (AIANTA) praised U.S. Senate leadership for the introduction of the Native American Tourism and Improving Visitor Experience (NATIVE) Act of 2015. The bipartisan legislation was introduced by Senators Brian Schatz (D-HI), co-chair of the Senate Tourism Caucus, and John Thune (R-SD), chairman of the Senate Commerce, Science, and Transportation Committee. U.S. Senators Jon Tester (D-MT), Lisa Murkowski (R-AK), Tom Udall (D-NM), Dean Heller (R-NV), Al Franken (D-MN), and Mike Rounds (R-SD) are original cosponsors of the NATIVE Act.

"AIANTA strongly supports the goals of the NATIVE Act and we look forward to Congressional hearings and working with members of the House of Representatives to advance this important policy initiative," AIANTA Board President Sherry L. Rupert said today in a statement. "Tourism can help many tribes and Native communities become more self-sufficient, create jobs and businesses, and protect tribal heritage assets while sharing tribal culture with domestic and global audiences. The potential of Native tourism remains a largely untapped national tourism resource and holds great potential for increasing domestic travelers as well as international visitors."

Rupert also serves as the Executive Director of the State of Nevada Indian Commission, and sits on the prestigious U.S. Department of Commerce Travel and Tourism Advisory Board (US TTAB).

"The NATIVE Act will help highlight the diverse options that are available to travelers to and within the U.S., which can only help spur travel activity and the powerful economic benefits that come with it," said U.S. Travel Association President and CEO Roger Dow. "People already think of traveling the U.S. for shopping, theme parks and natural wonders like our coastlines and mountain ranges, but this will boost understanding of our incredibly rich native history as well. This will be of particular benefit to international travelers, who spend $4,300 per trip to the U.S. on average and are a big part of why travel is one of the most effective job creators of any sector of the economy." For the official news release from Senator Schatz and Senator Thune, click here. The NATIVE Act received a unanimous endorsement from AIANTA's entire Board of Directors, representing six regions across the U.S.



AIANTA Board Representative LaDonna Allard with Senator John Thune, one of the original co-sponsors of the NATIVE Act



The AIANTA delegation with Senator Brian Schatz, one of the original co-sponsors of the NATIVE Act

AIANTA Showcases Indian Country at IPW 2015

AIANTA, funded by the Bureau of Indian Affairs (BIA), represented Indian Country tourism as part of the BIA booth on Federal Row at the U.S. Travel Association's 47th Annual IPW in Orlando, Florida, May 30-June 3, 2015.

AIANTA conducted more than 45 business meetings during the five-day event with journalists, tour operators and consultants from across the globe, all with strong interest in Indian Country tourism.

"As we continue to grow and expand our international outreach efforts, we continue to see increased interest in unique, cultural tourism experiences," said BIA Transportation Specialist and Tourism Coordinator Edward Hall III. "The strong relationship between AIANTA and the BIA is constantly evolving, and together we are able to give tribes the tools they need to establish their cultural tourism programs so that they're ready for these travelers," Hall said.

As part of AIANTA's presence at IPW this year, four AIANTA representatives, including representatives from the Southwest, Alaska, Midwest and Plains regions, dressed in their traditional regalia, participated in the IPW Marketplace grand opening on June 1. After IPW leadership performed the official ribbon cutting, AIANTA's representatives helped to lead the team into the Marketplace, alongside Roger Dow, CEO, U.S. Travel; Chris Thompson, President & CEO, Brand USA; Penny Pritzker, U.S. Commerce Secretary; and other IPW leaders.

Representing AIANTA and the BIA in Orlando this year included AIANTA Board President and Executive Director of Nevada's Indian Commission, Sherry L. Rupert; AIANTA Board Secretary and St. Croix Tribal Council Member, Aimee Awonohopay; BIA Transportation Specialist and Tourism Coordinator, Edward Hall III; AIANTA Executive Director Camille Ferguson; and AIANTA PR and Media Specialist Rachel Cromer.

As AIANTA's international and national network continues to grow, the organization welcomes tribes to provide their own tourism programs and information for promotion through AIANTA at these large travel tradeshows.

Also representing Indian Country at IPW were AIANTA members Chickasaw Nation Tourism, Acoma Sky City, and the Navajo Nation Hospitality Enterprise, and others.

This year, more than 6,500 delegates from across the U.S. and 73 countries from around the world participated in IPW in Orlando, including thousands of international and domestic buyers and hundreds of media professionals.



Federal Row Delegates at IPW 2015


AIANTA delegates lead IPW leadership into marketplace



Sherry L. Rupert greets U.S. Secretary of Commerce Penny Pritzker

AMERICAN INDIANS & ROUTE 66

Lisa Snell, travel writer for AIANTA's American Indians and Route 66 guidebook project, wrapped up traveling the historic highway the last week of July. Since the launch of the project in Albuquerque in November, Snell has now driven Route 66 from Chicago, Illinois, to Los Angeles, California, and visited 27 American Indian nations.



Historic Peach Springs Trading Post, on the Hualapai Reservation along the longest remaining drivable section of Route 66

Route 66 was established in 1926, just two years after the passing of the Indian Citizenship Act (June 24, 1924) and completed in 1928 when the last section of road was paved in Missouri. The highway was dubbed "America's Main Street" and connected state capitals east to west from Chicago to Los Angeles.

An American Indian made headlines soon after by winning the so-called 'Bunion Derby', a coast-to-coast footrace engineered to promote the newly completed highway. The race began on March 4, 1928 in Los Angeles, followed Route 66 to Chicago and ended in New York. Andy Payne, a Cherokee from Foyil, Oklahoma (a small town located on Route 66), completed the 3,422.3-mile race in 84 days. Payne's finishing time was 573 hours, 4 minutes and 34 seconds.

By 1970, the highway had been systematically bypassed by the modern interstate system and was decommissioned in 1985.

During its lifespan, the highway was a conduit first for trade and mainstream travel east to west. It became a lifeline of escape from 1934-36 during the Oklahoma Dustbowl and after 1945, the highway saw the rise of the family vacation and for the first time, thousands of travelers were exposed to American Indian villages, people, cultures and crafts.

Route 66 also served as a modern day Trail of Tears – in 1948, the Bureau of Indian Affairs launched its relocation program. Thousands of American Indians were moved from their home reservations into vocational training programs set up in large urban settings through 1957. Route 66 connected two of the largest centers, Chicago and Los Angeles. By 1960, 33,466 American Indian and Alaska Natives had been relocated.

American Indians and Route 66 addresses the American Indian history and experience tied in with this iconic byway and how it affected not only the physical landscape of tribal lands, but how trade and commerce evolved and changed along the route. The booklet also debunks the myth of the 'Hollywood' Indian and how cultural misnomers and misrepresentations were used to attract and entice the tourists along Route 66.

For better and worse, Route 66 contributed heavily to the American Indian experience from its inception in 1926 to today, as tribes up and down the Mother Road work to establish a culturally accurate face to the motoring public.

The American Indians and Route 66 project wraps up November 18 in Tulsa, Oklahoma. The guidebook will go to press by December and be available by January 1, 2016. For more information, visit http://www.aianta.org/uploads/files/American%20Indians%20and%20Route%2066%20Summary.pdf

AIANTA Hosts Midwest Regional Outreach Meeting



AIANTA representatives at NCAI Conference

On June 29, 2015, the American Indian Alaska Native Tourism Association (AIANTA) held their Midwest regional outreach meeting during the National Congress of American Indians (NCAI) Mid-Year Conference and Marketplace in St. Paul, Minnesota.

AIANTA Midwest Board Representative and Board Secretary Aimee Awonohopay and AIANTA Midwest Board Representative Ernie Stevens III participated in a panel discussion on Tribal tourism and the recent introduction of the Native American Tourism and Improving Visitors Experience (NATIVE) Act.

The panel gave attendees the opportunity for open discussion and dialogue about tourism in Indian Country in the Midwest, the tourism industry as a whole, and what the introduction of the NATIVE Act means to tribes around the country.



AIANTA Midwest Regional Outreach Meeting

AIANTA representatives Lora Ann Chaisson, Eastern Board Representative; Edward Hall III, BIA Transportation Specialist and Tourism Coordinator; and Gail Chehak, AIANTA Membership Coordinator were also available during the meeting to discuss tourism initiatives and the NATIVE Act with attendees.

This update on Midwest tourism in Indian Country was open to all NCAI conference attendees and anyone interested in Tribal tourism. AIANTA also hosted an information booth in the marketplace for those attendees interested in learning more.

AIANTA Welcomes New Intern from NIYC

AIANTA is proud to welcome our newest team member, Tessa Toledo, an intern from the National Indian Youth Council, Inc. (NIYC).

Tessa is excited to be helping AIANTA with membership coordination, administrative duties and other duties while learning and gaining valuable first-hand experience in the non-profit sector to continue building her resume.

NIYC is America's oldest American Indian owned and operated organization, championing and advocating for the rights of all Native Americans. One of NIYC's most valuable initiatives includes employment training and education. The organization works with local businesses and agencies on short-term employment opportunities designed to enhance the employability of individuals by providing on the job experience.

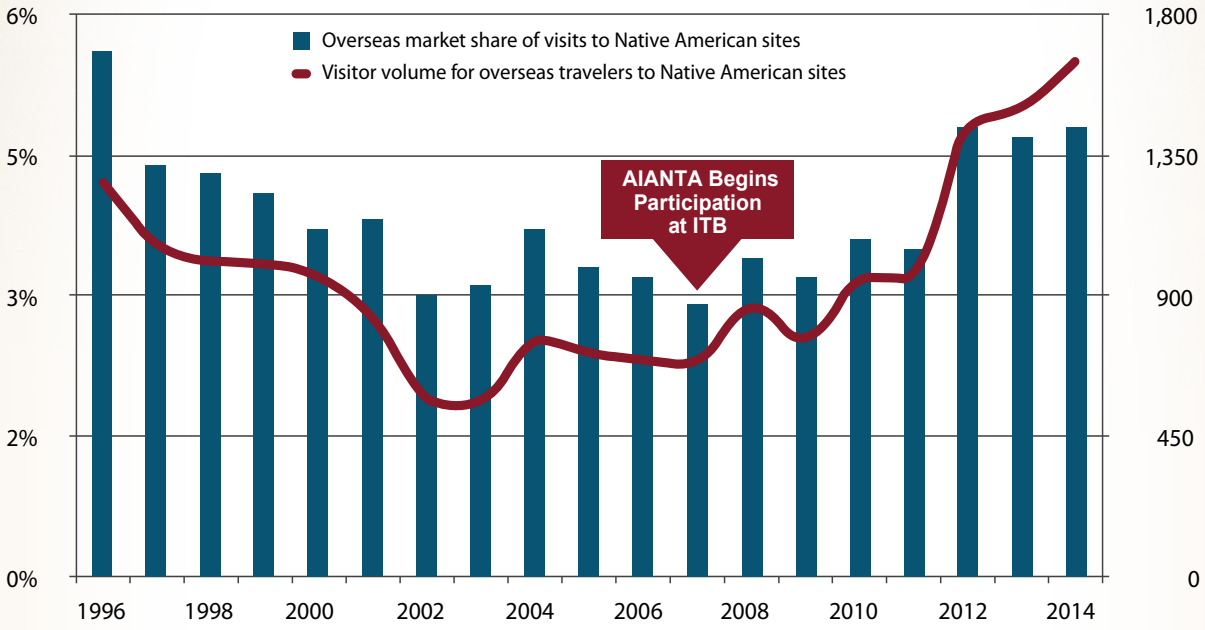
AIANTA is happy to help Tessa in achieving her career goals through this on-the-job experience.



Tessa Toledo, AIANTA Intern

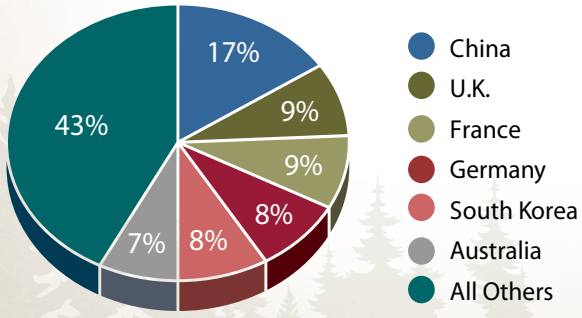
TRIBAL TOURISM IS GOOD

FOR THE USA!



Travelers visiting Native American sites have increased over the past five years, setting records in the last three years. The American Indian Alaska Native Tourism Association (AIANTA) began international outreach in 2007 at ITB, the world's largest travel marketplace.

2014 INTERNATIONAL VISITORS TO NATIVE AMERICAN SITES



VISITORS TO NATIVE AMERICAN COMMUNITIES:

- Typically spend 12 additional days in the USA
- 67% are leisure travelers, spending more than business travelers
- Visit three destinations while in USA
- Are frequently returning visitors looking for new experiences
- More than half come from Asia and Europe; AIANTA marketed in China, Germany and Italy in 2014-2015

The American Indian Alaska Native Tourism Association (AIANTA) is a nonprofit association of Native American tribes and tribal businesses incorporated in 2002 to advance Indian Country tourism. The association is made up of member tribes from six regions: Eastern, Plains, Midwest, Southwest, Pacific, and Alaska. AIANTA's mission is to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values. Visit www.AIANTA.org for more information.



Museum Marketing Ideas

This year, *Tourism Currents* and consultant Sarah Page worked together on a social media training project with the Texas Historical Commission and their 20 state historic sites, and tackled the challenges that come along with museum marketing. Their team came up with a few ideas for easy, low-cost ways that museums of all sizes can stretch their marketing dollars, both online and offline, and enhance the visitor experience. Here, we have included some of their tips for you to take advantage of at your own destination. You can read their entire article right here.

Experiential – That's the Key Word

"The days of wandering museums reading small print placards underneath artifacts are fading. Visitors today need to be "doing" something. They want to have a sensory experience. They want to be a participant in the history in some way. Remember, before your visitors stepped through your door, they most likely have checked you out online and know what they plan to view at your museum. Your online marketing needs to be ready for them.

Generally, the more experiential the exhibit, the more excitement will be generated. The more experiences you can offer your visitor, the longer they will stay and the chance they will tell others about you increases exponentially."

Our Tip: Check out some other successful museums' interactive social media campaigns, and see how you can recreate some of the best campaigns in your own way.

Know Your Members

"With the decreases in public funding for museums, it is essential to keep your membership engaged and growing. Your members are your members because they feel a connection to what you are doing. They are passionate about keeping the history you are offering alive. They want to educate others about your history.

What are you offering your members? Are you giving them special treatment; a way to have access to things that the general public does not? How about letting them play a part in the education of the public? Ideas for getting your members involved include the obvious such as volunteering, writing an article in your newsletter, or advocacy in some way. But how about a different sort of volunteering, like letting them take over your Instagram account for the day, or inviting them to be part of a Periscope online livestream that you're doing?

The more you allow your members to participate beyond just helping to fund your museum, the more they will help market the museum both by word of mouth and active participation."

Get Your Community Behind You

"Partner with your community to promote other historic sites, special events, and historic commemoration days. [A] super museum marketing partnership occurred just this month, as Ireland's Blarney Castle partnered with 2 local entities, In Hand Guides and Cronin's Coaches. Combining a historic attraction/museum with storytelling and transportation, this partnership is set to enhance tourism to Blarney Castle.

Ok, so [this] example is on a "big" scale, but no doubt you can think of a few things you can do to get your community involved and supportive of aspects of history in your area."

NEWS FROM AROUND THE NATION: Our Six Regions

Alaska Region

Alaska Dispatch News

Walter Soboleff Center opens in Juneau as a hub for Southeast Native culture

By Pat Forgey, May 15, 2015

Sealaska Heritage Institute dedicated its gleaming new Walter Soboleff Center on Friday, bringing to life a $20 million dream that it took a decade to complete.

The new cultural center will do something unusual in the world of art and museums -- it will feature the story of Alaska's Native people being told by Alaska Natives themselves.

"This building is much more than a physical facility," said Rosita Worl, president of Sealaska Heritage. "It symbolizes the effort of Native people to ensure our cultural survival, but at the same time selectively embrace the benefits of our modern society."

Read the full story at http://www.adn.com/article/20150515/walter-soboleff-center-opens-juneau-hub-southeast-native-culture



Walter Soboleff, Jr., son of the building's namesake, dances at the grand opening ceremony of the Walter Soboleff Center in Juneau, May 15, 2015.

Brian Wallace/courtesy of Sealaska Heritage Institute/From Alaska Dispatch News

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TRAVEL PULSE

Icy Strait Point Building a Cruise Ship Pier

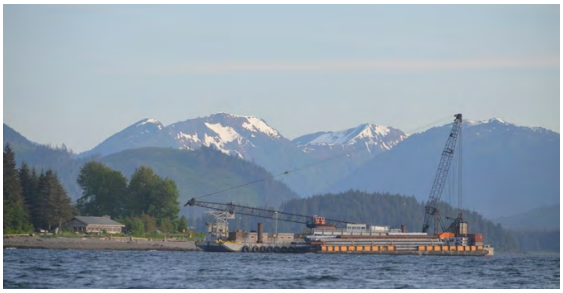
By Theresa Norton Masek, June 15, 2015

Read the full story at http://www.travelpulse.com/news/

Icy Strait Point has started construction of a floating pier that will let cruise passengers walk into the Alaska port of call instead of taking tenders.

Icy Strait Point, a seasonal cruise destination along the Inside Passage, opened in 2004 and continues efforts to grow as a cruise ship destination.

Turnagain Marine Construction, an Alaska-based heavy marine construction firm, is working on the floating pier offshore with completion expected by early October.



A new floating pier is being built offshore in time for use in 2016. (Courtesy of Icy Strait Point)

NEWS FROM AROUND THE NATION: Our Six Regions

Eastern Region

VISIT THE SEMINOLE TRIBE OF FLORIDA
Culture, History & Adventure
FLORIDASEMINOLETOURISM
SEMINOLE TRIBE OF FLORIDA

American Indian Arts Celebration at Ah-Tah-Thi-Ki Musem

Join the Seminole Tribe of Florida for Native American Dance, Music, Art & Culture in the heart of the everglades November 6 & 7, 2015!

Entrance to festival includes Museum admission and our beautiful boardwalk. Alligator Shows, Gallery Tours, Guy LaBree Exhibit, Children's Crafts, Native Vendors, Traditional Foods, Variety of Native Music and Presentation and much more! AIAC is located at the Ah-Tah-Thi-Ki Museum on the Big Cypress Seminole Indian Reservation, 3 miles from Billie Swamp Safari and ¼ mile from the Big Cypress RV Resort & Campground.

Click here for more information.

NATIVE NEWS ONLINE.NET
... Celebrating Native Voices

Unity Conference Draws Over 1,000 Youth to Washington, DC



By Rhonda Levaldo, July 16, 2015

Read the full story at http://nativenewsonline.net/currents

Left: "Supaman"
Photo from NativeNewsOnline.Net

Strengthening self-identity, defining the "U" in unity was the concept of the 39th annual United National Indian Tribal Youth (UNITY) conference. The event held in Washington, D.C. was also the organizer for the first-ever White House Tribal Youth Gathering held as part of President Obama's Generation Indigenous (Gen-I) initiative and his commitment to improve the lives of Native youth across the country. Over 1000 youth were able to meet and listen to the First Lady, Michelle Obama give her speech.

Over 1600 Native youth were registered for the conference. The site held workshops and panel discussions that encouraged them to be more active participants for their tribes. Suzan Shown Harjo, Native rapper Supaman, Miss Indian World Cheyenne Brady to Hollywood Actor Adam Beach talked with the youth, giving them words of encouragement.

Beach a member of the Saulteaux First Nations, gave the keynote address Monday night, he talked about his thoughts of suicide growing up and how he overcame it.

NEWS FROM AROUND THE NATION: Our Six Regions

Midwest Region

APG MEDIA of WISCONSIN LLC

Community picnic celebrates Ojibwe signage

Event was held on Madeline Island

By Amber Mullen, June 30, 2015

Over 60 people gathered at Joni's Beach on [June 27] to celebrate the completion of the Ojibwe way-finding signage project on Madeline Island.

The project started in the fall of 2013, when Nick Nelson, La Pointe town board member at the time, proposed posting Ojibwe way-finding sings throughout the island as a way to pay homage to the island's Ojibwe heritage.

At the event, Nelson said the final posting of the sings is significant for many reasons, but especially because Madeline Island is the first off-reservation town in the state of Wisconsin to post Ojibwe signage and is a very sacred location in Ojibwe history.



Photo: Amber Mullen, Brothers Harvey Good Sky Jr. and Algin Good Sky performed original Ojibwe music at the event

"This day is about thanks and celebration," Nelson said. "This project has had such positive reception, even across the nation... there has been nothing but positive energy around it."

Read the full story at http://www.apg-wi.com/community-picnic-celebrates-ojibwe-signage/article_073c9177-15c6-5627-83f3-4555c58fa081.html

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FirstNations-News

Saginaw Chippewa Tribal Annual National Pow Wow

Visit the Saginaw Chippewa Indian Reservation to experience native traditions in a natural setting with authentic foods, arts and crafts, dancing and storytelling. Enjoy and learn about history that is stored away in the center of Michigan. Eagle feathers, handmade regalia and fry bread are just a few of the items that will be on hand on the Saginaw Chippewa Tribe's Reservation.



The 2015 Saginaw Chippewa Tribal National Pow Wow was July 24th through 26th, hosted at the Saginaw Chippewa Campground.

Read the full story at http://www.firstnations-news.net/

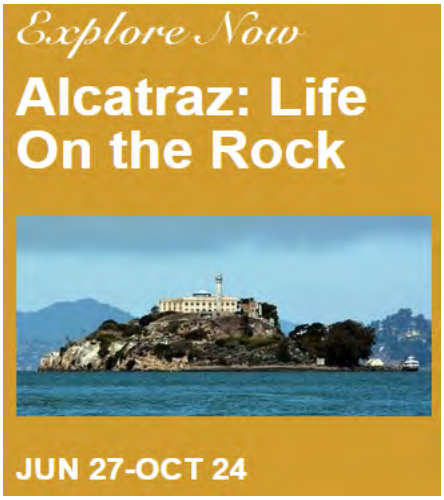
Photo from of the Saginaw Chippewa Tribe

NEWS FROM AROUND THE NATION: Our Six Regions

Pacific Region

"Alcatraz: Life on the Rock" and "Alcatraz: the Last Day" Exhibits Make Monumental Move to Tamastslikt Cultural Institute

Together with Alcatraz Cruises, the Tamastslikt Cultural Institute in Pendleton, Oregon will be the new, temporary home of the "Alcatraz: Life on the Rock" and "Alcatraz: The Last Day" exhibits. From June 29 through October 24, 2015, the 3,000 square foot "Alcatraz: Life on the Rock" will be complemented by the "Alcatraz: The Last Day" photo exhibition, a collection by Life Magazine photographer Leigh Wiener.



These comprehensive exhibits are an ideal way for families, students and visitors alike to get a real feel for the history of and the fascination with Alcatraz.

To find out more about how you can visit the exhibit, visit http://www.tamastslikt.org/

If you would like to feature one of these mobile exhibits at your museum or destination, contact Denise M. Rasmussen at 415-438-8320.

Upcoming Pow Wows in California



Image from http://www.redding-rancheria.com/

Redding Rancheria's 25th Annual Stillwater Pow Wow
October 2-4, 2015
Shasta District Fair Grounds
Anderson, California

Marysville Winter Pow Wow
February 21, 2016
Allyn Scott Youth & Community Center
Marysville, California

Southern California Indian Center Cultural Festival 47th Annual Pow Wow
November 21-22, 2015
Orange County Fair & Event Center
Costa Mesa, California

see California

NEWS FROM AROUND THE NATION: Our Six Regions

Plains Region

Artistic Milestone for Indian Museum



The American Indian Cultural Center and Museum celebrated a significant milestone with the dedication of its inaugural artwork created by artists Bill Glass Jr. and Demo Glass (Cherokee). The dedication took place on June 25, 2015 at the American Indian Cultural Center and Museum in Oklahoma City. The sculpture and ceramics were commissioned by the American Indian Cultural Center and Museum in partnership with the Oklahoma Arts Council's Art in Public Places program. This monumental stainless steel sculpture offers a prayer to the creator and is titled "Touch to Above."

See a video of the dedication here.

10th Annual Cherokee Art Market



Attend the 10th Annual Cherokee Art Market at Hard Rock Hotel & Casino Tulsa on Oct. 10-11, 2015, featuring inspirational and elite Native American artists from across the nation.The Cherokee Art Market is one of the largest Native American art shows in Oklahoma. Featuring 150 Native American artists, representing 50 different tribes from across the United States.

When:
Saturday, October 10, 2015, 10am - 5pm
Sunday, October 11, 2015, 10am - 5pm

Where:
Sequoyah Convention Center inside Hard Rock Hotel & Casino Tulsa

Learn more at http://cherokeeartmarket.com/

Chickasaw Nation Hosts Tobachi Kanchi Art Market in Tishomingo April 11

The inaugural Chickasaw Nation Tobachi Kanchi (to buy and to sell) Art Market is set 10 a.m. – 3 p.m., Saturday, April 11, at the historic Chickasaw National Capitol grounds in Tishomingo.

The Art Market will feature art work of artists from southeastern and woodlands tribes. This event is free to the public.

The historic Chickasaw National Capitol grounds are located at N. Fisher and Eighth Street in Tishomingo.

For more information or to register, please call 580-371-3351 or visit https://www.chickasaw.net

NEWS FROM AROUND THE NATION: Our Six Regions

Southwest Region



Santa Fe Indian Market
August 22-23, 2015
7am - 5pm

For ninety three years, Santa Fe Indian Market has brought together the most gifted Native American artists from the U.S. with millions of visitors and collectors from around the world. The weekend of celebration ranks as the world's most highly acclaimed Native American arts show and as New Mexico's largest attended annual weekend event. More than 1,000 Native American artists set up in the streets surrounding the square with works ranging from traditional tribal arts to Neo-Native offerings. Performances of traditional music and dance are scheduled throughout Saturday and Sunday, and there is plenty of opportunity to visit with the artists themselves. SWAIA, the Southwestern Association for Indian Arts, a non-profit organization produces the Santa Fe Indian Market and over 40 year-round programs and events. SWAIA's mission is "Bringing Native arts to the world by inspiring artistic excellence, fostering education, and creating meaningful partnerships


Santa Fe Indian Market
SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS
Native Haute Couture
FASHION SHOW
Saturday August 22, 2015
1:00pm @ Cathedral Park, Open to The Public
All are welcome!!
Featuring Designs by (L/R): Sho Sho Esquiro, Dorothy Grant, Bethany Yellowtail, Jamie Okuma

WELCOME NEW MEMBERS

Southern Ute Cultural Center & Museum



Experience the unique history of the Ute people through their eyes. Architect, Johnpaul Jones of Jones & Jones Architects and Landscape Architects, Ltd., carried the circular form to the footprint of the museum. The iconic Welcome Gallery holds the reception area with roaring oversize fireplace and museum store, sits at the center of north and south wings which arc forward as if forming the arms of a warm embrace. Tribal members have loaned many of the artifacts and many are on view to the public for the very first time. The Museum includes intricately designed museum grounds and native gardens and is surrounded by rural trails that allow a fuller experience of the land that forms the Tribal Reservation.

Contact: Shirley Cloud-Lane, Acting Executive Director, Southern Ute Cultural Center & Museum, P.O. Box 737, Ignacio CO 81137, (970) 563-0100 ext. 3616 or (970) 563-9583

Apache Nugget Corporation

The Corporation operates the Jicarilla Apache Nation's gaming and hospitality businesses. This includes the Apache Nugget Casino located 22 miles West of Cuba, New Mexico on Highway 550 and Wild Horse Casino and Hotel located in Dulce in beautiful Northern New Mexico's scenic mountain desert. Operated to enhance the local economy and provide livelihood for members of the Jicarilla Apache Nation and the wider community, the enterprises are run in adherence to the core values fostered by the Corporation's Board of Directors and the Legislative Council of the Jicarilla Apache Nation. The Jicarilla Apache Nation is known as a sportsman's paradise, with over 850,000 acres of prime mountain habitat, where big-game populations are managed strictly for trophy hunting opportunities and rivers and lakes are managed for great fishing experiences.

Contact: Scott Flury, Marketing Manager, Apache Nugget Casino, P.O. Box 650, Dulce, NM 87528, (575) 759-3777

Ho-Chunk Nation

Ho Chunk means "People of the Big Voice," or "People of the Sacred Language." Ho Chunk occupied lands not only in Wisconsin, but in Iowa, South Dakota, Minnesota, Nebraska and Illinois. Formerly known as the Wisconsin Winnebago Tribe, they changed their names back to their traditional Siouan name for themselves. Ho-Chunk Nation operates six gaming operations in Black River Falls, Madison, Nekoosa, Tomah, Wisconsin Dells and Wittenberg.

Contact: Dana Pettibone, Office of the President, Ho-Chunk Nation, W9814 Airport Road, Black River Falls, WI 54615, (715) 284-7762

WELCOME NEW MEMBERS

South Dakota Office of Tribal Relations

The Office works with the nine tribes that share geographical borders with the State. The Office works to support the tribes self-governance efforts in a cooperative government to government relationship in order to improve the quality of life for all South Dakota citizens. They identify, develop, and/or coordinate federal, state, and local resources to increase partnerships between state and tribal agencies, including the Governor's Office of Economic Development and Travel South Dakota. The Office publishes an informative newsletter that shares the latest news from the various departments of the State of South Dakota.

Contact: Steve Emery, Secretary , South Dakota Office of Tribal Relations, 302 East Dakota, Pierre SD 57501, (605) 773-3415, www.sdtribalrelations.com

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Pine Ridge Area Chamber of Commerce

The Chamber is an association of business people-working together to make Pine Ridge Area a better place in which to live, work, and raise a family. Its purpose is to create, sustain and enhance Indian owned businesses. The Chamber maintains an online calendar of events and provides free visitor packets which include a brochure, business card, and newsletter. The Chamber also provides training and promotion to its members, including operation of the Lakota Mall, an online business directory and e-commerce site.

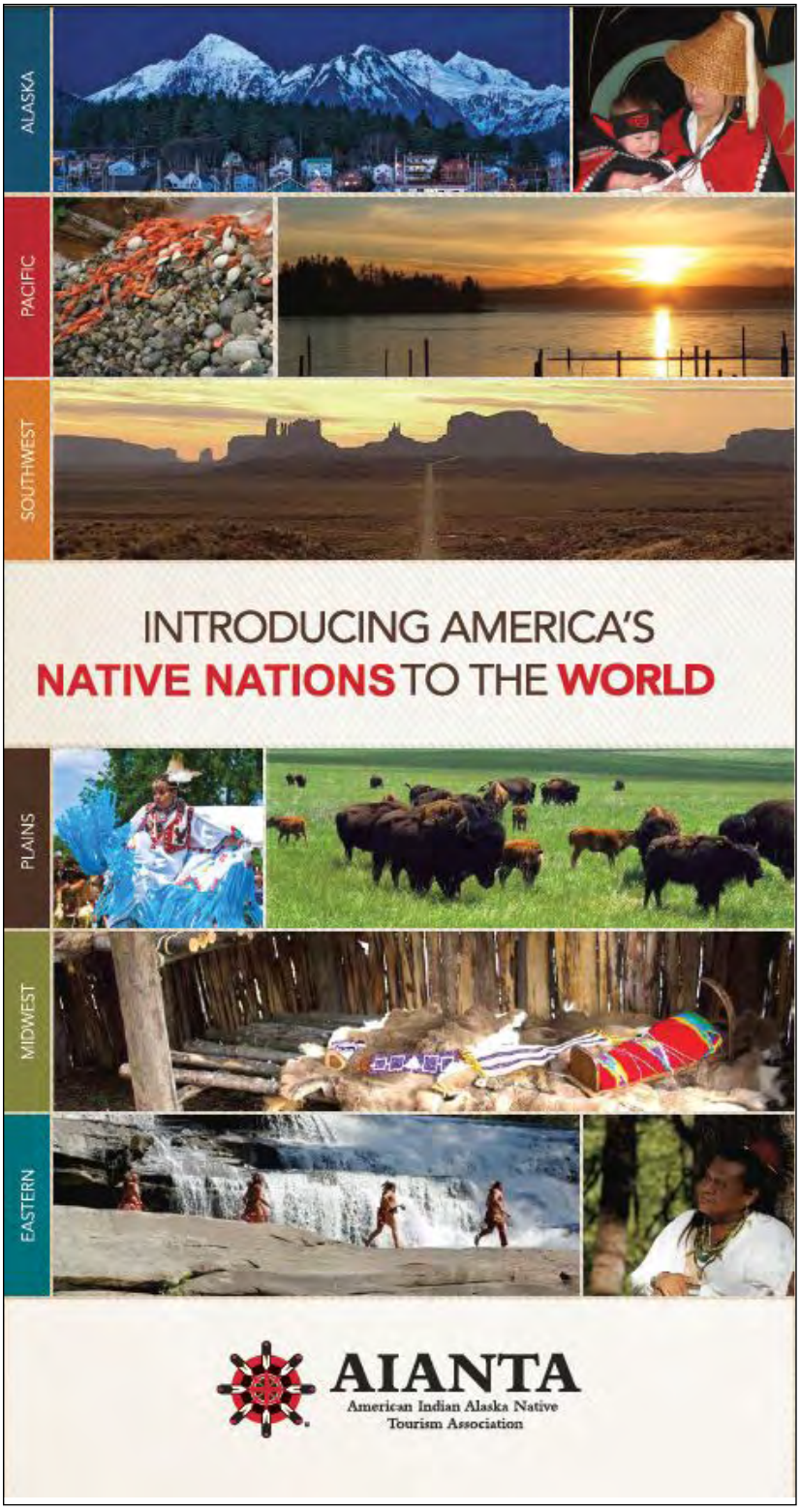
Contact: Ivan Sobel, Executive Director, Pine Ridge Area Chamber of Commerce, PO Box 375, Kyle, SD 57752, (605) 455-2685

BECOME AN AIANTA MEMBER TODAY!

Click Here for More Information

As an AIANTA member, you are a champion of an association committed to defining, growing and sustaining American Indian, Alaska Native and Native Hawaiian tourism. AIANTA members treasure strong and emerging partnerships with affiliates in the travel and tourism industry.

Gail Chehak
AIANTA Membership & Development Coordinator
505-243-3633
gchehak@aianta.org



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American Indian Alaska Native Tourism Association

Join AIANTA's social media channels for current news and updates, member events and happenings from Indian Country and abroad!

American Indian Alaska Native Tourism Association

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